



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Target Enterprises  
15260 Ventura Blvd  
Ste 1240  
Sherman Oaks, CA 91403

**Contract # 1354464**

**Schedule Dates** 10/08/12-10/14/12  
**Advertiser** Republican Governors Association of NC (32743)  
**Agency** Target Enterprises (2076)  
**Product** POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
**Brand** REP GOVERNORS ASSOC (452580)  
**Salesperson** Millennium/LA, Los Angeles (1101)  
**Sales Office** Millennium Los Angeles  
**Buyer Name** CRANE, CINDIE  
**Phone/Fax** /  
**CPE** 144  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** REP GOVERNORS ASSOC  
JENNA AVISHAY  
SHARE = 8%

**Date Entered** 08/14/12  
**Last Modified** 08/14/12  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR09790676  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$577.50  
**Net Total** \$3,272.50  
**Sales Tax**

**Greensboro (WXLV)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 36  
**Rate** \$3,850.00  
\$3,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/08/12-10/12/12	4	:30	10A- Peoples Court	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	PEOPLES COURT	8/14/12
2.0	Normal Line / SPOT (2)	10/08/12-10/12/12	4	:30	10:58-25A- ABC-The View	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	THE VIEW	8/14/12
3.0	Normal Line / SPOT (3)	10/08/12-10/12/12	4	:30	12P- 1P (EST)	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	MILLIONAIRE	8/14/12
4.0	Normal Line / News (4)	10/08/12-10/12/12	4	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			5	\$150.00	\$750.00	Greensboro (WXLV)	ABC WORLD NEWS	8/14/12
5.0	Normal Line / News (6)	10/08/12-10/12/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$160.00	\$800.00	Greensboro (WXLV)	NEWS14 ABC45	8/14/12
6.0	Normal Line / SPOT (7)	10/08/12-10/12/12	4	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	NIGHTLINE	8/14/12
7.0	Normal Line / SPOT (8)	10/14/12-10/14/12	4	:30	10:58-40A- ABC-This Week							1		1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	8/14/12
8.0	Normal Line / SPOT (5)	10/08/12-10/12/12	5	:30	7P- 7:57P (EST)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Greensboro (WXLV)	FAMILY FEUD	8/14/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>maeda</i>	<i>8/15/12</i>	

1 of 3

Rep Firm  
Sales Office ( ) LOS ANGELES  
Salesperson ( ) JENNA AVISHAY  
Salesperson Phone# 323-966-5205  
Salesperson FAX# 917-206-9005

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	M-F	10/08-10/12	10A-11A	PEOPLES COURT	.30	\$60.00	5	1	5	\$300.00
Rating: 1.6										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
2	M-F	10/08-10/12	11A-12P	THE VIEW	.30	\$60.00	5	1	5	\$300.00
Rating: 1.5										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
3	M-F	10/08-10/12	12P-1P	MILLIONAIRE	.30	\$60.00	5	1	5	\$300.00
Rating: 1.0										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
4	M-F	10/08-10/12	630P-7P	ABC WORLD NEWS	.30	\$150.00	5	1	5	\$750.00
Rating: 1.2										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
5	M-F	10/08-10/12	7P-8P	FAMILY FEUD	.30	\$200.00	5	1	5	\$1,000.00
Rating: 3.2										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product REP GOVERNORS ASSOC  
 Estimate# 144  
 Buyer CINDIE CRANE  
 Phone#  
 Fax#  
 Agency ( ) TARGET ENTERPRISES  
 15260 VENTURA BLVD, SUITE 1240  
 SHERMAN OAKS, CA 91403  
 Agency C/P1/P2/E //144  
 Flight Dates 10/08/2012 - 10/14/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) LOS ANGELES  
 Salesperson ( ) JENNA AVISHAY  
 Salesperson Phone# 323-966-5205  
 Salesperson FAX# 917-206-9005

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
6	M-F	10/08-10/12	11P-1135P	NEWS14 ABC45	.30	\$160.00	5	1	5	\$800.00

Rating: 1.4  
 Buyline Comment: SPOTS MOVED FROM HL#9736794  
 Sales Remark: VI SPOTS MOVED FROM HL#9736794.

7	M-F	10/08-10/12	1135P-1205A	NITELINE	.30	\$60.00	5	1	5	\$300.00
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Rating: 1.0  
 Buyline Comment: SPOTS MOVED FROM HL#9736794  
 Sales Remark: VI SPOTS MOVED FROM HL#9736794.

8	SU	10/14-10/14	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00
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Rating: 1.0  
 Buyline Comment: SPOTS MOVED FROM HL#9736794  
 Sales Remark: VI SPOTS MOVED FROM HL#9736794.

--REPORT TOTALS--  
 Report Totals. 36 / \$3,850.00

--SALES MONTHLY TOTALS--

Oct 12. 36 / \$3,850.00  
 Sales Totals. 36 / \$3,850.00  
 Station Totals. 36 / \$3,850.00  
 Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$48,125	CABL 0%	UNKN 0%	WEPX 0%	WCKG 0%	WFMY 9%
		WGHP 58%	WRWV 8%	WUPN 0%	WXTI 17%	WXLV 8%

Books null  
 Demos RA35+

3272.50 / a.i

Rep Order# 9790676 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/14/2012 9:08 AM  
Last Received: 08/13/2012 5:52 PM  
Showing Buylines: All Lines

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Product REP GOVERNORS ASSOC  
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